

R. H. Macy & Co.'s Attractions Are Their Low Prices.

# Macy's

Herald Square, Broadway, 34th to 35th St.

### Gift Shop

Right at the exit from the escalators on the 2nd floor we have established a Gift Shop. Here will be found inexpensive gifts for men or women in a wonderfully extensive variety at moderate prices.

### STORE HOURS:

9 A. M. TO 6 P. M.  
Conforming to a fourteen-year-old custom, Macy's is not open evenings.

### If You Want It in a Hurry

Telephone "Greeley 6100" and say "Order Department." The Macy Telephone Order Service is fully equipped to supply your wants quickly.

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## FINE FUR COATS

**G**IFTS that women most appreciate. The most fashionable models of the season; garments made of selected skins and richly lined.

	Made to sell for	Sale Price.
PERSIAN LAMB COATS—	\$264.00	<b>\$174.00</b>
KOLINSKY COATS—	\$269.00	<b>\$189.00</b>
MOLESKIN COATS—	\$169.00	<b>\$110.00</b>
BROADTAIL COATS—	\$424.00	<b>\$294.00</b>
HUDSON SEAL COATS—	\$249.00	<b>\$154.00</b>
HUDSON SEAL COATS—	\$179.00	<b>\$119.00</b>
CARACUL COATS—	\$114.00	<b>\$74.75</b>
CARACUL COATS—	\$169.00	<b>\$114.00</b>

THIRD FLOOR, 34TH STREET.

## Rich Gift FURNITURE



**MAHOGANY CHAIR.** **\$21.24**

(Illustrated) Has cane wing haped back, upholstered slip seat, assorted coverings, well constructed. Rocker to match at same price.



**SEWING TABLE.** **\$21.89**

(Illustrated) Made of solid Mahogany; top is 22x16 in Colonial design. Three small top drawers, two centre drawers and one large bottom drawer. Shelf at bottom will accommodate various articles.



**TIP TOP TABLE.** **\$4.96**

(Illustrated) Made of solid Mahogany; top is 22 inches, beautifully inlaid. Similar table, without the inlay, can be furnished at same price.

### Odd Pieces in Beautiful Finishes

**MAHOGANY MUFFIN STAND.** **\$3.59**

Three large trays; best construction.

**LIBRARY AND CARD TABLE.** **\$39.75**

Combined; turned oak finish.

**FUMED OAK CELLARETTE.** **\$18.74**

Finest construction.

**MAHOGANY MAGAZINE STAND.** **\$17.24**

Fitted with drawer and three shelves; Adam design.

**DINNER GONGS.** mahogany frame.

As low as **\$7.49** and up to **\$22.49**. Tempered steel, nickel-plated gongs.

**CHECKER AND CARD TABLE.** **\$21.24**

Combined; turned oak finish; finest construction.

**MAHOGANY DESK, COLONIAL.** **\$20.89**

Drop lid; pigeon-hole compartments; one drawer.

**CURIO CABINET, MAHOGANY.** **\$17.49**

Mirror back and glass shelves; straight glass ends and front.

**GATELEG TABLE, IN OAK.** **\$12.67**

In a handsome Jacobean finish; drop leaf.

**FUMED OAK SEWING CABINET.** **\$3.74**

Fitted with compartment.

**JACOBAN OAK TABLE.** **\$9.67**

Beautifully finished; finest construction.

**DROP LID DESK, MAHOGANY.** **\$23.89**

Pigeon-hole compartments; one drawer; fluted legs.

**COMBINATION BOOKCASES.** **\$11.49**

Only finish; others in mahogany, \$28.75.

**MAHOGANY BOOKCASE.** **\$35.25**

Colonial design; double glass doors.

**MAHOGANY WRITING DESK.** **\$29.50**

In Adam design; one centre drawer, with cane panel.

SIXTH FLOOR.

## The Newest BLOUSES

### Pretty and Practical Gifts

Smart "Tailleur" Blouses of filmy crepes in the delicate and neutral tints so modish.

#### "GEORGETTE CREPE" BLOUSES—

Tailored model of extremely clever style with finely tucked fronts and backs; clusters of tiny tucks form an epaulet effect extending into the sleeve. Pearl buttons fasten the military fronts, and a cravat of black moire finishes the high "choker" collar.

**\$9.49**

#### "SUZETTE CREPE" BLOUSES—

Deep pleatings finish the revers of this effective model, piped with satin and fashioned of very fine quality crepe. Soft satin ties are drawn beneath the Byron collar. The yoke and cuffs are cleverly cut in deep points and hemstitched.

**\$11.74**

THIRD FLOOR, 34TH ST.

## Silk Sweater Novelties

### Imported Sweaters and Sweater Sets Appropriate Gifts for Women

**SILK SWEATERS**—In clever model with belted back and fringed sash-ends. In smart color combinations—of blue with white, rose with white, white with gold and white with black. **\$23.74**

**STRIPED SILK SWEATERS**—New coat model with half belted back, V neck and button trimmed cuffs. In combinations of white with emerald, Copenhagen or black stripes. **\$26.75**

**SILK SWEATER SETS**—Heavy silk Jersey Sweaters with large sailor collar, deep pointed cuffs and corded seams. A double sash with sharply pointed ends completes the Set; in American Beauty, emerald, Copenhagen and white. **\$18.74**

THIRD FLOOR, 34TH STREET.

## Afternoon & Evening Gowns

**A** COLLECTION of beautiful Gowns including original imported models from the leading French makers—Worth, Callot Soeurs, Havet-Agnes and Martial-Armand.

Also adaptations and reproductions of Paris models from the foremost American makers. In richest materials, including Gold Brocades, Chiffon Velvets, Satins and Silk Nets.

Gowns originally \$134.00 to \$249.00—Now **\$89.75**

Gowns originally \$69.75 to \$89.75—Now **\$49.75**

THIRD FLOOR, BROADWAY.

## Pretty Negligees of Crepe de Chine for Misses—Special \$3.89

In pink, blue, Copenhagen and rose, dainty Empire effect Negligees, with shadow lace frills and tiny rosebuds finishing the wide sleeves and neck. Sizes 14 to 18 years.

THIRD FLOOR, 35TH ST.

## Save On This Christmas Gift \$100 Victrola at \$90.25

**I**F you seek to buy a Victrola on the wasteful instalment plan you must go elsewhere. If you expect to pay cash we ask you to come to Macy's, for we can save you about 10 per cent. on your purchase.

### FOR EXAMPLE:

We sell a \$100 latest model Victrola for **\$90.25**

All other models and all records at proportionate reductions from list prices.

FOURTH FLOOR, 34TH STREET, REAR.

## Men's Lounging ROBES

### Greatly Reduced

**A** SUPERB collection of Men's Fine Velour and Scotch Wool Robes, also velvets, some of which are lined throughout with silk. Not a special purchase, but garments taken from our regular assortments and reduced for quick clearance.

Original Prices.

\$42.50

\$35.50

\$31.50

\$27.50

\$22.74

Now

**\$13.74**

The Imported Robes are Plaid Backs with soft finish plain surface in Brown, Oxford, &c.

At above remarkable price, an early call is advisable.

MEN'S SHOP, 35TH ST., MAIN FLOOR.

## Men's Fine CRAVATS

**O**UR Men's Neckwear Department is showing the most complete assortment of Scarfs for men of taste that we have been able to offer in some time.

Every fabric known to tie-die is represented in large and medium open-end shapes. All are made from the best imported silks.

We have them as low as **94c** and as high as **\$3.29**.

Cravats make an ideal Xmas Gift.

MEN'S SHOP, 35TH ST., MAIN FLOOR.

## CHRISTMAS GIFTS

### From Macy's

## China and Glass Stocks

**I**N these Departments you may purchase with the fullest confidence that every article is perfect and that the price you pay is the "Lowest-in-the-City" for goods of equal quality.

Here are stocks greater than the combined stocks of all other Department Stores in New York City. Enormous assortments—not maintained for the glory of it, but because the demands made upon this China and Glassware store make such stocks necessary.

The demands, of course, are the direct result of matchless value-giving—due to our unequalled facilities for gathering and distributing China and Cut Glass. With firm command of the market, we are able to buy China and Glassware cheaper than other dealers.

That we undersell at all times is conceded.

BASEMENT.

## 500 Dainty Boudoir Caps Specially Priced

(Lovely Christmas Gifts)

A collection of imported and domestic novelties—made of fine laces, nets and crepe de chine; exquisitely trimmed and in many picturesque styles.

**CAPS THAT WERE** **\$2.24**, Now **\$1.49**

**CAPS THAT WERE** **\$3.24** & **\$3.97**, Now **\$1.89**

**CAPS THAT WERE** **\$3.89** & **\$4.74**, Now **\$2.49**

**CAPS THAT WERE** **\$4.96**, Now **\$2.89**

(In fancy holiday boxes)

THIRD FL., CENTRE, REAR.

## Quilted Silk ROBES Christmas Gifts for Women

**F**ROM Japan have come these luxurious Lounging Robes of soft Oriental silks, warmly wadded, hand quilted and in many lovely color combinations:

### QUILTED SATIN & SILK ROBES

Two models, one in very heavy quality satin, in collarless model, with wide sleeves. Another hand-embroidered in effective floral patterns has a rolling collar and deep cuffs. Fashioned of soft, lustrous Oriental satin and lined with a fine quality of silk.

**\$12.74**

### QUILTED SATIN ROBES—Finely

hand-quilted garments, made of superior quality satin and richly lined with silk. Perfect in every detail of finish and fastened with corded ornaments.

**\$14.74**

Mandarin Coats—Gorgeous garments, rich in embroidery and made of fine Oriental silks. A most attractive display of these picturesque Boudoir Robes—specially priced.

THIRD FLOOR, 34TH STREET.

## Every Indication of A Prolonged Skating Season

**T**HIS brings Ice Skates to the fore, with the desire to have sharp, well-made Skates capable of doing all the fancy strokes that the exhilarating sport suggests.

### MACY'S SKATES MEET EVERY DEMAND.

United States Skates, **74c**, **98c** to **\$3.49**

Spalding Skates, **\$2.97** to **\$5.94**

Barney & Berry Canadian Hockey Skates, **\$4.49**

Imported Skates, **98c** to **\$1.98**

### For Comfort of Skaters

**ALL-WOOL COAT SWEATERS**—V-neck or shawl collar. Colors grey, maroon, navy and brown. Sizes 36 to 44. Macy's Usual Price **\$5.00**. Now,

**\$3.96**

**SKATING SHOES**—That make skating a pleasure for women.

**\$3.49**

**SKATING SHOES**—Good, strong, heavy Shoes for men.

**\$3.96**

FIFTH FLOOR.

## DIAMOND JEWELRY Reduced 10% to 40% For Quick Selling

THIS IS A 4-DAY OFFER FOR CHRISTMAS SHOPPERS

RING—Diamond & Pearl Cluster, was \$173.00,	now <b>\$99.50</b>
RING—Diamond & Sapphire, was \$396.00,	now <b>\$344.00</b>
RING—Diamond & Turquoise Cluster, was \$181.00,	now <b>\$149.00</b>
RING—Diamond & Ruby Princess, was \$764.00,	now <b>\$597.00</b>
LA VALLIERE—Platinum and Diamonds, was \$161.00,	now <b>\$141.00</b>
LA VALLIERE—Large Fancy Design, was \$733.00,	now <b>\$629.00</b>
LA VALLIERE—Flexible, all Diamonds, was \$304.00,	now <b>\$259.00</b>
BROOCHES—Diamond Pansy, was \$224.00,	now <b>\$183.00</b>
BROOCHES—Diamond Horseshoe, was \$676.00,	now <b>\$598.00</b>
BROOCHES—Diamond Scroll Sunburst, was \$377.00,	now <b>\$332.00</b>
SCARF PINS—Diamond Horseshoe, was \$80.75,	now <b>\$69.50</b>
SCARF PINS—Diamond & Ruby Cluster, was \$141.00,	now <b>\$119.00</b>
EARRINGS—Solitaire Setting (1.42 Carat), was \$294.00,	now <b>\$263.00</b>
EARRINGS—Solitaire Setting (2.03 Carat), was \$504.00,	now <b>\$449.00</b>

MAIN FLOOR, 34TH ST., BROADWAY.

## Madeira Hand-Embroidered Chemise \$2.49

Macy's usual price, \$2.97

Exquisitely embroidered in effective eyelet patterns and floral designs and with tiny hand scalloped edges, these garments of soft, serviceable nainsook are hand made in every perfect stitch. A full range of sizes and a variety of styles from which to select.

THIRD FLOOR, CENTRE, REAR.

See the Macy Grocery Advertisement in Today's Herald, World and American.

## IMPORTED BRONZES 1/2 of Last Week's Prices

**A**BOUT 80 pieces of genuine Bronze taken from our stock for clearance. This one-half price offer is until Christmas Day Only.

### ONLY A FEW DESCRIBED HERE.

TITLE.	ARTIST.	WAS.	NOW.
Dante	Unknown	\$31.50	<b>\$15.74</b>
Return from the Field	T. Abschlag	\$49.75	<b>\$24.88</b>
Laughing Girl	E. Pechin	\$59.50	<b>\$29.75</b>
Labor	A. Pohl	\$64.50	<b>\$32.50</b>
Springtime	H. Muller	\$74.50	<b>\$37.25</b>
Semur d'Idees	E. Picault	\$119.00	<b>\$59.50</b>
Water Carrier	Xanireff	\$134.00	<b>\$67.00</b>
Mignon	Durnbauer	\$149.00	<b>\$74.50</b>
Diana	Unknown	\$174.00	<b>\$87.00</b>
Scout	C. Kauba	\$198.00	<b>\$99.00</b>
Research	Miranda	\$198.00	<b>\$99.00</b>
Red Cloud	F. Curtis	\$249.00	<b>\$124.50</b>

ALSO A NUMBER OF OTHER CHOICE PIECES, AND CABINET ORNAMENTS.

SECOND FLOOR, 34TH STREET.